

ChapterLetter of the Boston Society of Architects  
A Polychromatic Chapter of the American  
Institute of Architects



October 1989  
Volume 75, Number 9

## The presence of the past in design

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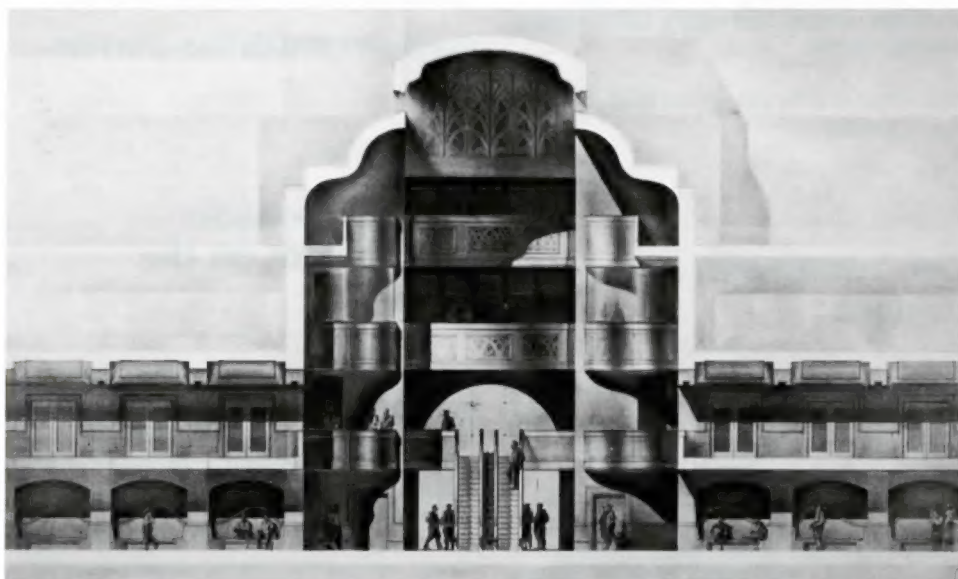
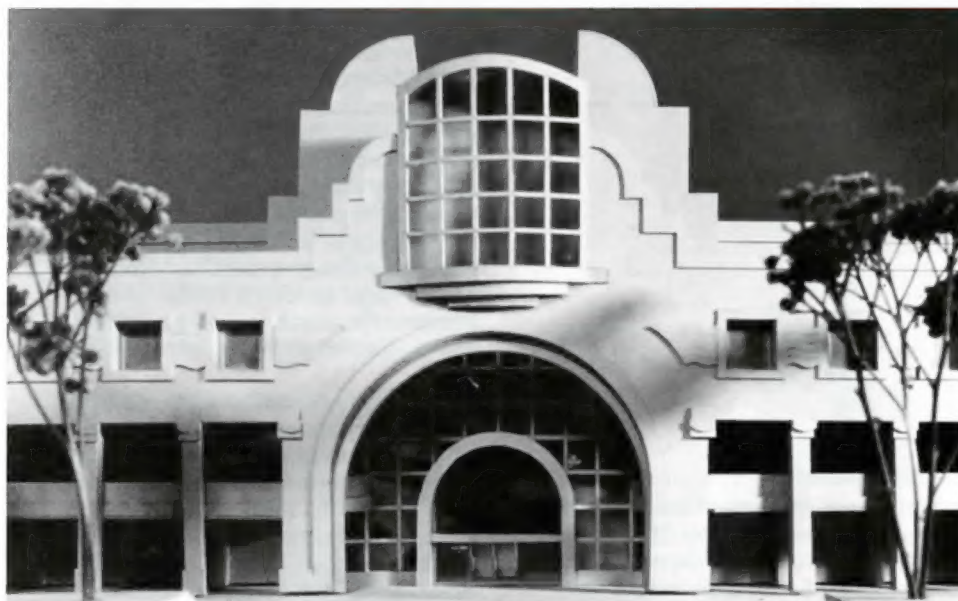
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BOSTON ARCHITECTURAL CENTER  
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BSA ChapterLetter  
305 Newbury Street  
Boston MA 02115  
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800-662-1235 (in Mass.)  
Fax: 617-247-4764

ChapterLetter deadlines  
Editorial copy: October 6  
Classified ads: October 20

Every city has its own morphic memory field, argues Mozhan Khadem. "Cities live and aspire by remembering. How can we tap into this field and produce architecture that is new and refreshing?" Khadem, the Payette Associates' principal whose cultural convictions and architectural lyricism enchanted another BSA Lecture audience a year ago, this month focuses on a Miami

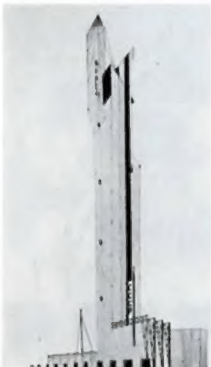
project (Sylvester Cancer Clinic, above) and also on Boston in general to demonstrate his argument. This slide-presentation begins with a 5:30 pm reception on October 18 at the Boston Architectural Center, 320 Newbury Street, Boston. There is no charge for BSA/MCAIA members; non-members are welcome and pay \$7.00 (or may join the BSA) at the door.



## Reminder: awards program deadline

October 11 is the delivery deadline for all entries in the new statewide Architectural Design Honor Awards program. Questions? Call 617-267-5175.

## Soviet critic surveys Russian avant-garde



Andrei Gozak, the noted Soviet architectural critic and writer, is the BSA's guest lecturer on November 8. Gozak looks at contemporary Soviet architecture and legendary avant-garde architect Ivan Leonidov (above, Leonidov's 1926 Izvestia printing house).

November 8, 5:30 pm, at the BAC. Mark your calendar.

## Can computers now design?

At the October meeting of the Computers in Architecture Committee, the R/L group will present a new computer tool named ARTIFEX designed to generate many design alternatives in a short time. After interpolating a design scheme that represents a person's 'design style', a set of rules is written. The computer then applies these rules to a design problem and can present many solutions. A set of rules distilled from the designs of Frank Lloyd Wright has already been implemented.

To reserve your lunch for this October meeting and presentation, call the BSA at 617-267-5175 by 9:30 on the day of the meeting (free for members, \$7 for non-members).

## Special session on "sick building syndrome" added to Build Boston

The built environment can contribute to many ailments that affect building occupants. Headaches, dry/sore throats, exhaustion, and sinus problems are commonly connected to the enclosed, processed environments of modern construction. The EPA estimates that 20 to 35% of office workers suffer from poor air quality associated with "sick building syndrome".

In a special 3-hour design workshop at Build Boston, we will focus on causes, symptoms, evaluation methods, preventive design, facilities management techniques, etc. Several case studies are at the core of this session, which is led by healthcare architect Rick Heym AIA, Mark Maxwell AIA and Pat Doherty of Building Diagnostics Boston, healthcare design expert Kurt Rockstroh AIA, national specialist Walter Ickovich of Interface Research in Georgia, and Children's Hospital engineer James Manadue.

This workshop is *not* listed in the Build Boston program you received. However, you should use the registration form in that program to register now. It is scheduled for 8:30-11:30 a.m., Friday, November 17. Simply add a note to your registration form indicating that you wish to register for workshop **S-76X**. The price is \$55 before October 27 (\$65 on site after the 27th).

Questions? Call Linda Mady at 617-969-9250.

## BSA co-sponsors symposium on the suburbs

The BSA, the Newton Historical Society, the Jackson Homestead and Boston College co-sponsor a symposium this month entitled "Newton — Which Way the Suburban Dream?" A panel of distinguished architects, planners and social historians (including Alex Krieger AIA and MIT's Lois Craig) assess the historic development of Newton as a suburb and provide alternative visions of things to come. This symposium is the first in an ongoing lecture series entitled "Newton — The Next Century."

The symposium is at 7:30 pm on Wednesday, October 18 at the Barry Pavilion on the Newton campus of Boston College. Call the Newton Historical Society at 617-552-7238 for further information.

## McKinnell presents new work in "Conversations"



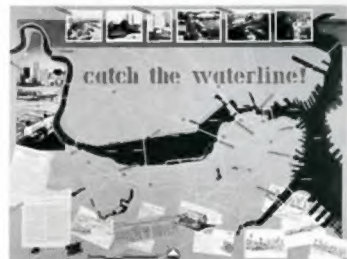
photo: KMMW

Kallmann McKinnell & Wood principal Mike McKinnell FAIA is the guest in this month's installment of "Conversations" — the BSA's provocative architects-only monthly dinner and design discussion series conceived last year by BSA President Peter Forbes FAIA to bring architects together regularly to focus on specific designs-in-progress. Each month a different architect presents a single project in detail for discussion with other architects.

McKinnell's presentation on October 26 begins at 6 pm in the Parris Room (Quincy Market). The reservation deadline is October 23. Telephone reservations charged to VISA or MasterCard may be made to 800-662-1235 or 617-267-5175 (\$65; \$55 for members). Architects who are not BSA members may call either number for subscription details.

Space is limited to 30 so members should register early.

## "Boston Visions" catalog available



The long-awaited catalog of winning entries in the Boston Visions national design competition is now available. The striking 44-page, full-color, 9" x 12" format includes 22 color photos of Visions winners (such as Bill Boehm's and Sebastian Gray's "Catch the Waterline", above), 10 black-&-white images of other unusual entries and a selection of "Kids' Visions," the public school design program the BSA administered in tandem with Boston Visions.

An order form is inserted in this issue of the ChapterLetter.



## Bel Canto hosts BSA dinner series



Restaurant architect William Holland AIA and building architect Charles Hagenah AIA lead the informal discussion of the design of Bel Canto restaurant in Lexington in this month's "Dinner with the Architect" installment on October 24. The program begins at 6:30 at Bel Canto, 1709 Mass. Ave., Lexington. Paid reservations for this excursion, part of the year-long BSA series underwritten by Shawmut Design & Construction, must reach the BSA by October 19. Include your name and daytime telephone number with your reservations — \$25 (\$20 for BSA members & guests); telephone reservations by VISA or MasterCard are fine — call 617-267-5175.

## Hallowe'en tricks and treats

Join us for three Hallowe'en weekend tours incorporating fun and local history. From 9:30 am to 1:00 pm on Saturday, October 28, the BSA offers a macabre introduction to the **Permanent Bostonians** from Mother Goose through Paul Revere to Fanny Farmer. You'll meet them in their final resting places and study the art and symbolism of gravestones in historic cemeteries. (See the gravestone with bullet holes in Copp's Hill!) From 2:00 pm to 5:30 pm, follow Boston greatest **Crimes and Disasters** from the first rebellious acts of the revolution to the molasses flood and the scandals of the 20th century (remember the Boston Strangler?). Choose the morning or the afternoon tour for \$30.00 per person or come for both parts for \$50.00 per person. Each tour is led by a guide-historian from Boston Proper, Ltd. and includes bus transportation from a Back Bay pick-up point (near the T and parking) and return (plus some Hallowe'en surprises)!

For more ghoulish fun, on Sunday, October 29, explore **Old Salem** and its witch history from 10:00 am to 3:00 pm. See the Witch Museum and learn about the infamous witchcraft trials of 1692. This bus tour visits historic sites and houses including the graveyard where Nathaniel Hawthorne's

uncle (the witch trial judge) is buried. Time is allowed for lunch on your own at Pickering Wharf. (But save room for Treats!) Price per person is \$35.00 and includes all admission fees and transportation. Be sure to make your reservations by Friday the 13th or you won't have a ghost of a chance to join us! (Children are welcome and the price is the same as for grown-ups.)

Call the BSA with your MasterCard or VISA number or send a check to the BSA to arrive by Friday, October 13th. (Tours are limited to 45.) Please specify which tour or tours (Permanent Bostonians, Crimes &



Disasters, and/or Old Salem) you are reserving for and give us your day and evening phone numbers.

*Lisa Saunier*

## AIA brings DTP workshop to Boston

On October 20 the AIA is sponsoring a workshop in Boston on "Desktop Publishing for Architects". For details on this session, call Brenda Henderson at 202-783-8247.

If you miss this AIA session, Build Boston workshop S-18 is "A desktop publishing primer." Call 617-267-5175 for details on this November 15 session.

## Can you spare a few days (each week)?

The BSA is seeking volunteers to work in the BSA office. As we continue to pinch pennies to support the building campaign, we are seeking unpaid staff volunteers to work a few hours a day on a regular basis to answer the phones and work with the staff in a variety of other ways. Interested? Call Linda Springer at the BSA (267-5175). Try it; you'll love it.

## Tamarkin Techler is on the spot



photo: Mick Hales

The Tamarkin Techler Group, one of Boston's dynamic young firms (its award-winning Virginia Conservatory is pictured above), is the object of interest this month as principals Cary Tamarkin AIA and Tim Techler AIA host the BSA's "Inside the Firms" tour.

Now in its fifth year, "Inside the Firms" has become one of the BSA's most popular programs for architects, firms, prospective clients, the public, and others interested in an informal close-up of design firms.

The tour begins at 5:45 p.m., October 19, at Tamarkin Techler Group's office, 93 Summer St., Boston. The program is free for BSA/MCAIA members; non-members are invited as well and pay \$7 (or can join the BSA) at the door. Members and non-members should call the BSA (617-267-5175) for reservations.

## It's Dennis, Jim & Dave



In last month's issue we printed the photo above of those present in June when the State and the City officially welcomed the design community to 50 Broad St. Unidentified by the photographer when this photo was printed were three of the key actors in the 50 Broad St. saga: Project Architect Dennis Rieske AIA (far left), Mead Consulting's Jim McCaffery (fourth from left), and Shawmut's Dave Coolidge (sixth from left).



## Sustainability symposium set for November 4

The BSA's Architects for Social Responsibility (ASR) Committee sponsors an all-day symposium at the Boston Architectural Center, 320 Newbury St., Boston, on Saturday, November 4, 1989. "Architectural Responsibility for the Planet: How do we Design for Sustainability?" will be addressed under four headings: Stewardship: Land Policy and Planning; Sustainable Food Production and Waste; Designing Sustainable Communities; and Ecologically Innovative Architecture and Building Technology.

Keynote speakers are scheduled to be Sydney Gilbert, National President of Architects, Designers and Planners for Social Responsibility, and Evelyn Murphy, Lt. Governor of Massachusetts. "Stewardship" presentations will include those by GSD planner and landscape architect Charles Harris; Robert Lemire, author of *Building What Needs to be Built and Saving What Needs to be Saved*; Gregory Watson, newly elected Director of the New Alchemy Institute in Falmouth, MA; and Armando Carbonell, Director of Cape Cod Planning and Economic Development. Judith Gillan, President of the New England Small Farm Institute, social ecologist Christina Rawley and Earl Barnhardt, author of *The Edible Landscape*, discuss "Sustainable Food Production and Waste" and their implications for architectural design. Speakers on "Designing Sustainable Communities" will be Nader Ardalan, Principal at Jung/Brannen Associates, who has designed innovative new communities; architect Bruce Coldham who will describe "Cohousing", a sociological and environmental approach to housing that is gaining popularity in the Scandinavian countries; and architect Gerard Ives will show his work in energy-conscious design.

Lastly, under the heading of "Ecologically Innovative Architecture and Building Technology", Yale Professor Donald Watson FAIA will speak from long experience as an advocate and practitioner of designing with energy; and, bringing an entirely different (and surprising) approach to construction, inventor Wolf Hilbertz, who has degrees in architecture and engineering, will speak of his work in "Mineral Accretion", a method of growing architecture in the ocean. Drew Gillett, solar engineer, will bring us back to earth.

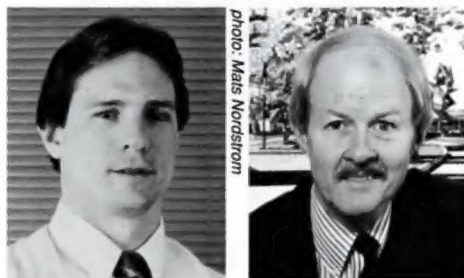
Architects, landscape architects, students and all who are interested in how we can design for sustainability are urged to attend. The charge for the symposium is \$20; BSA Members, \$15; Students, \$10. Fees will go up by \$5 at the door; therefore, we encourage

early registration. Lunch will be available at minimum cost. Space is limited to 200. To register, send your name, address, daytime telephone and payment to ASR Symposium, BSA, 305 Newbury Street, Boston MA 02115.

Sally Harkness FAIA

*Ed. note: Concurrent with the Symposium, ASR is conducting an Awards Program for Socially Responsible Architecture. Please see the description and entry form inserted in this ChapterLetter.*

## BSA report leads to State cost-estimating method



In an unprecedented action, the Commonwealth's Public Health Council recently gave a standing ovation to the Department of Public Health's Determination of Need (DON) staff. Susan Glazer, director of the program, had just finished presentation of a revised methodology for determining appropriate costs for long-term care facilities. This methodology was developed in conjunction with the BSA Healthcare Facilities Committee, whose report formed the basis for the DON staff recommendations to the Council.

At the invitation of Kurt Rockstroh AIA (above left), Co-chairman of the Healthcare Facilities Committee, DON staff members had met over the past year to discuss cost methodologies for various healthcare projects with Committee members; as a result of this contract, Rockstroh and Rick Heym AIA (above right; the other Co-chair) were invited in February to meet with various State staff members to address costs of long-term care facilities. This led to the submission of the Healthcare Facilities Committee's "Long-Term Care Cost Analysis: Recommendations for Simplification and Standardization", authored by Heym, with the assistance of Gilbane Construc-

tion's Larry Bacher, a Committee member.

As a result of the Public Health Council's endorsement of these recommendations, applicants for State approval will have a fair and clear basis for understanding cost levels acceptable to the State, which in the words of Glazer will "facilitate the building of high-quality nursing homes".

*Ed. note: To become involved with the dynamic and effective Healthcare Facilities Committee (which also sponsors golf tournaments), call Rockstroh at 227-6520 or Heym at 787-2400.*

## AIA offers health insurance program worth examining

As Massachusetts adopts a mandatory health coverage law applicable to all businesses, close inspection of available plans makes even more sense.

The AIA's plan for members and their employees and families is certainly worth another look. The plan is managed by seven trustees appointed by the President of the AIA. (BSA Executive Director Richard Fitzgerald is one of the trustees.)

The AIA plan includes:

- Major Medical Insurance for individuals
- Group Major Medical Insurance for Firms
- Accidental Death and Dismemberment Insurance for Business Travel
- Accidental Death and Dismemberment Insurance for Individuals
- Disability Insurance for Individuals
- Group Long-Term Disability Insurance
- Life Insurance for Individuals
- Group Life Insurance for Firms, and
- Flexible Spending Plans for Firms.

If you would like to compare your current plan's costs and benefits (or those of any plan you're considering) to the AIA plan, send a copy of your insurance policy and current premium rate table to Richard Fitzgerald at the BSA. (If the policy is not available, send a copy of the certificate of coverage and/or the offering brochure.)

The BSA will have the comparison made for you. No charge.



## The U.S. building industry comes to Boston next month

Architects, developers, marketing wizards, engineers, critics, public officials, high-tech gurus and computer experts, interior designers, management consultants, financial planners and clients of all types convene for three days of intense interaction next month as Build Boston welcomes 6,000-7,000 U.S. professionals to the largest regional built environment forum in the nation.

Some of the experts heading this way are California's Fred Stitt (publisher of *Guidelines*), New York's James Raymond (liability insurance), Schinnerer's Eugene Todaro from Maryland, Tucson's Frank Mascia AIA (computers), Centerbrook's James Childress and Robert Harper AIA (campus design), San Diego's Creighton Nolte (the Macintosh), Washington's Robert Beiner, P.E. (codes), Canada's Barry Pendergast (computers), St. Louis' Michael Curran ("range estimating"), Houston's Dean Barone (office design), New Jersey's Richard Heagler (steel deck design), SOM/Chicago's Adrian Smith FAIA (Rowes Wharf), Dallas critic David Dillon, Indiana's Richard Hardt (educational facilities design), Virginia's Pete Anderson FAIA (ethics), New York artist Al Held (art & architecture), San Antonio's Tom D'Arcy, P.E. (parking structure design), Philadelphia's Laura Staines AIA (managing design) and an additional 200 building industry experts to give Build Boston the world's most extensive and most timely management education program for all design and construction firm CEOs and professional staff members.

It's November 15 - 17 in Boston. The key numbers for details and registration are 617-267-5175 and 617-969-9250.

## Unusual and unusually key issues attract design professionals

*Item.* Many professionals have found the new version of A201 virtually unusable. A leading law firm's alternative to A201 is receiving widespread use in Boston. How do the documents differ? (Workshop S-60)

*Item.* REO inventory has jumped in the wake of the S & L industry debacle. How can designers take advantage of this huge new market? (P-12)

*Item.* Design firm salaries and benefits in

Massachusetts cover a wide range. Where does your firm fit? (S-20)

*Item.* Your clients won't pay you and you can't pay your bills or your staff (or yourself). How can you collect what's owed? (S-38)

*Item.* Yours is a small firm and you know zip about computers. How can you get started in CADD so you don't miss the revolution entirely. (S-43)

*Item.* Your client takes your plans and hires another designer. . . or your client wants you to do the construction administration free. What do you do? (S-49)

*Item.* You make lousy sales presentations. How do you improve your techniques, your body language, your sales goals, your message, your positioning, your visuals, etc.? (P-15, P-27, P-32 & P-42)

*Item.* It's 10 years later and your masonry veneer cavity walls still fail. What are you doing wrong — and how do you do it right? (S-14)

This is a quickie list of examples of the unusual and often critical issues addressed in over 150 Build Boston workshops. Check it out.

## The price is right

There is *no* general registration fee for Build Boston. The BSA's intent is to make Build Boston accessible to everyone at every staff level.

Here's how it works:

- You can go to any workshop or other event for the price of that event only — no additional convention fees or entry fees. It's a good deal. Use the Build Boston registration form.
- You can come *free* to take advantage of the 450 product & service exhibits (just check Line 5 on the Build Boston registration form & send it in).
- You can go to most workshops *free* simply by volunteering to help on site (call Linda Springer at 617-267-5175 for details).

The only way we could make it easier for you to attend Build Boston would be to send a limo to pick you up. But then it wouldn't be inexpensive anymore.

## Marketing in a post-boom economy

Taking advantage of your firm's strengths, reducing the impact of your weaknesses, finding new markets, producing low-cost marketing materials, getting published, effective sales techniques, dealing with the State procurement officials who hire designers, using media advertising techniques — these are among the nitty-gritty issues addressed this year at Build Boston on November 15, 16 & 17.

There are 19 workshops on marketing issues. There is no general registration fee — you buy only the workshops you need (and most are about \$50).

Use the Build Boston registration form before October 27 — call 617-267-5175 for additional copies of the form and the program.

## Clients, the 1990s and tough management are on tap

On three consecutive mornings in November, New England design professionals and their allies will focus on three central industry issues — how clients select designers, how developers are planning for the 1990s, and how designers can strengthen their firms.

These issues are the focus of Build Boston's three 3-hour management and marketing breakfasts on November 15, 16 and 17. Weld Coxe partner Hugh Hochberg of Seattle and industry legal wizard Carl Sapers of Boston join forces on November 15 to deal with the key firm management issues of ownership transition.

On the next day eight developers — including Beacon's Alan Leventhal, Boston Properties' Ed Linde, Prudential's Bob Walsh, Spaulding & Slye's Bill Whalen and other major developers — offer forecasts of the coming decade.

And on November 17, a panel of a dozen developers, facility managers and institutional clients explain how and why they select designers.

Registration for these three sessions must be received by October 27. Use the Build Boston registration form. Call 617-267-5175 for more copies of the form and the complete program.



## ARCHITECTS' FRIDAY caps "Build Boston"

How to find an architect? Look around town on Friday, November 17, and you'll see red banners everywhere — each banner marking an architecture firm's office. All over the greater Boston area, architects will be especially visible for this one day as they host visitors (and prospective clients?!) in their studios — November 17 from 3:00 to 6:00 pm (or later). Winding up the three-day "Build Boston" convention, Architects' Friday will beckon visiting architects and local BSA professional and affiliate members into the workplaces of Massachusetts' architects.

Maps for the self-guided tour will be at The Architectural Bookshop (66 Hereford St. at Boylston St.) in November or at the World Trade Center (only during Build Boston"; Nov. 15, 16, 17) or through the BSA. Celebrate Architects' Friday by visiting your local architects.

If your firm wishes to participate, please call Lisa Saunier at the BSA (267-5175) by October 13.

## BRA growth planning conference leads into Build Boston

The Boston Redevelopment Authority and the Metropolitan Area Planning Council are sponsoring a conference on "The Future of the Boston Metro Region: MetroPlan 2000 and Growth Strategy." The November 12-15 conference examines the region's future economy, its development prospects, and its planning needs and possibilities. Featuring prominent representatives of government, business and academia in roundtable discussion, the event should be valuable to members of the design/building community desiring a strategic view of Boston's economic development and planning concerns of the coming decade. Admission is nominal. For more information, contact Richard Henderson at the BRA (617-242-7400).

This BRA/MAPC event is an excellent prelude to the two dozen planning, development and design review workshops at Build Boston on November 15, 16 & 17.

## Images of experts. . .

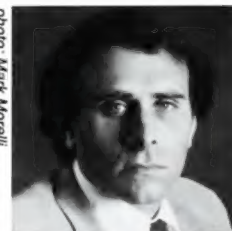
Among the hundreds of industry leaders in Build Boston workshops are . . .



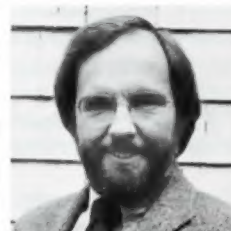
*Developer/architect  
Kirk Sykes AIA (S-65)*



*Attorney Carl  
Sapers (MB-1)*



*Seattle's Hugh  
Hochberg (MB-1)*



*Attorney Chris Noble  
(S-66 & S-96)*



*Compensation & DPE  
guru Charlie Cimino  
AIA (S-8 & S-20)*



*Restoration, design &  
design-review architect  
Ann Beha AIA (P-23 &  
S-51)*



*DCPO's Jack Carlson  
(S-61)*



*Developer Dick  
Eichhorn (MB-2, MB-3  
& S-58)*



*"Boston Visions"  
double award-winner  
Antonio DiMambro AIA  
(S-36)*



*Fee-setting, work-  
getting kingpin Ken  
DeMay FAIA (S-45, S-  
54 & S-64)*



*The BRA's Kristen  
McCormack (S-51)*



*Strategic planner Liz  
Levin (S-88)*



*Design-review critic  
George Metzger AIA  
(S-3)*



*Acoustics expert Toni  
Santry (S-16)*



*Campus designer  
Robert Harper FAIA of  
Centerbrook (S-9)*

. . . and many, many  
more. Register now.



## Regional design awards presented

As we went to press in late September, the New England Regional Council of the AIA was about to present its 1989 architectural design awards.

Twenty-one New England firms — including Stull and Lee, Arrowstreet, CBT, Ellenzweig Associates, Amsler Hagenah MacLean, Jeremiah Eck, Peter Forbes and Associates, Huygens DiMella Shaffer, Jung/Brannen, Payette Associates, Sasaki Associates, Tamarkin Techler, Cambridge Seven and The Stubbins Associates — were to be honored.

The winning projects will be published in *Build Boston Magazine* in early November and also in "New England Architects," an insert in the October issue of MEMO, the AIA newsletter.

## BSA members get buying guide at discount

*What to Buy for Business* is the independent consumer guide to buying office equipment is now available to BSA members for \$66.00 per year — a 30% savings over the normal annual subscription rate of \$95.00. Published six times a year, each issue is dedicated to a specific piece of office equipment: business computers, office typewriters, fax, word-processing, office copiers, and the phone-buyers guide. Every other month subscribers receive an "Update Bulletin" containing the latest developments/price changes. Because *What to Buy* accepts no advertising, fees, contribution or subsidies from vendors, you get unbiased opinions of office equipment — full details on all machines, including prices, discounts, service, dealers, and sales methods. You could recover the cost of your subscription by making just one purchase and knowing the lowest price available.

This special offer is available (thanks to the persistence of BSA staff member and equipment analyst Robert DeVeau) to all AIA members in Massachusetts. Send your check for \$66.00, payable to the BSA, with your name, mailing address, and daytime telephone. Or call DeVeau with your MasterCard or VISA number and we will charge your subscription for you. If you have any questions or would like more information, call DeVeau at the BSA (617-267-5175 or 800-662-1235 outside Boston).

## BAC Centennial Gala is this month

The Gala Dinner celebrating the Centennial of the BAC is Saturday, October 21, in the Grand Ballroom of the Copley Plaza Hotel. This is the BAC's architectural event of the year, with MC Joyce Kulhawik, a concert by the Apollo Club, honors and awards, dancing and much, much more! Proceeds go to the BAC to help defray the cost of the many free BAC Centennial programs planned to increase awareness of architecture and education throughout the community.

Patrons may purchase tables of 10 seats for \$2,500. Sponsors may purchase tables of 10 seats for \$1,500.

If you wish to join the 32 firms already on the impressive list of patrons and sponsors, call Bernard J. Goba AIA at ESO Architects, 617-277-2034. Individual tickets are available as well on a first-come, first-served basis for \$150 per seat.

## Fellows donate \$40,000

One of the on-going campaigns-within-the-campaign for The Architects Building has been the effort by Massachusetts members of the AIA College of Fellows to raise \$100,000.

With three new gifts of \$1,000 each from Richard Bertmann FAIA, Tony Tappé FAIA, and Charles Tseckares FAIA, the Fellows Campaign now totals \$40,000.

"The Fellows are almost halfway to our goal," says Fellow & Fund-Raiser Tom Payette FAIA. "I'm confident that with over 80 Fellows in Massachusetts we ought to be able to reach our goal now."

Fellows wishing more details should call Payette (423-0070) or the BSA (267-5175).

## Would you like to live with 2,000 architects?



The Architects' Building is nearing completion. Move-in is actually on the horizon. And there is space available to lease — including short-term leases. If you are interested in exploring the leasing (or subleasing) of office space at 50 Broad Street, call Bob Delaney at 617-482-0900 or Peter Madsen FAIA at 617-577-9600.



The BSA is also subletting space at its current Newbury Street home (above) and is leasing (or selling) the Bookshop building at 66 Hereford Street. Call 617-267-5175 for details.

### The ChapterLetter

The BSA ChapterLetter is published on the first of each month (except in August) by the Boston Society of Architects, 305 Newbury St., Boston MA 02115. The ChapterLetter is a service provided to BSA members, members of the Massachusetts Council/AIA, the public, and everyone else with a sense of humor or an interest in 20th-century America. (For out-of-state subscription information, call 617-267-5175 / Fax: 617-247-4764.) The BSA is a nonprofit, membership service organization and has been an advocate of architectural excellence and public awareness of architecture since 1867.



Letters to the editor, suggestions, criticism, encouragement and manifestations of the light touch are welcome. Typed, double-spaced material intended for publication must reach the BSA three weeks prior to the publication date; appropriate submissions are edited and published as space, temperament and prejudices permit.

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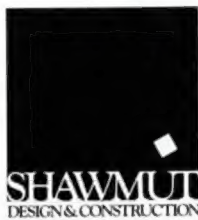
President Peter Forbes FAIA  
Vice-President Wilson Pollock FAIA  
Treasurer Anthony Platt AIA  
Secretary Larry Bluestone AIA

Editor/Executive Director  
Richard Fitzgerald



## The Broad Street Report

*This is the monthly update from GC Jim Ansara on the historic renovation of The Architects' Building. Ansara's firm is donating its services to this effort.*



Labor Day weekend and early September are traditional times of change and transition, and 50 Broad Street followed that same course. Many of the details are coming together. When we can actually begin thinking about painting the interior (beginning at the end of September), and getting the carpet laid, we realize we have entered the final stages of what once appeared an almost overwhelming project to so many of us.

One of the last exterior elements to be completed was the patching of the granite facade. Although extensive patching was required, we were fortunate to find a special mortar that was formulated using ground-up chips of granite, so the match is extremely good.

In one of our past reports, we discussed our desire to find a solution for handicapped access that was architecturally pleasing as well as practical. We are pleased with the solution, which includes a ramp and a metal pipe-rail system (designed by Hickox Williams Architects) in the elevator lobby. The pipe-rail system is extensive and innovative. It is a contemporary design that also will meet the access needs of the handicapped. In addition, it enriches the ambiance of the lobby through its shape and detailing.

Pam Wylie, Shawmut's project manager, reports many of the "small" details are falling into place. She anticipated delivery of the unusual, custom electrical fixtures to arrive by the end of September, well in time for their installation in October.

To date, here's what else has been accomplished:

- the Flame Finish floor tiles have been installed on the first floor and in the elevator lobby;
- the elevator is now operational;
- all interior walls have been framed and dry-walled;
- the storefront millwork and windows have been delivered and installed;

- all interior doors and frames have been installed;
- the condenser units for the heat pumps have been installed on the roof; and
- the granite tile floor in the Bookshop has been installed and the shop's walls are up and taped.

We are also in the process of doing all the pre-wiring for the security system donated by Sentry Security, as well as for the energy management system donated by Advanced Environments and the music system donated by the Bose Corporation.

Now that we're quickly approaching the finish line, the search has begun for tenants. Bob DeLaney of Fallon Hines & O'Connor is the volunteer broker for the property. He is looking for tenants for the second and third floors. Each of the floors offers high ceilings, large windows, and exposed beams. The second floor consists of 1,278 square feet; the third of 1,307. Because of 50 Broad's location, tenants on those floors will also have the advantage of exposure on two sides. The Bookshop will move into 50 Broad Street in early November, while its main operation will stay at Hereford Street through the end of the year.

As we noted in previous reports, we'd very much like to be able to finish the kitchen on the fifth floor, as well as furnish the visitors lounge but funds for this (as for many other items) are still desperately needed. We urge all readers to contribute to the ongoing fund-raising campaign.

*Jim Ansara, President  
Shawmut Design & Construction*

### Three developers join campaign

The McCourt Company (\$5,000), Boston Properties (\$2,000) and the Property Resource Group (\$1,000) have added their contributions to those of several other developers to bring to \$43,000 the amount contributed by developers to The Architects Building Campaign.

"Led by The Beacon Companies and Macomber Development," said Fund-Raising Chairman Tom Payette FAIA, "this effort to renovate 50 Broad Street has begun to attract significant new support

from the region's sophisticated developers." "Payette said his committee is optimistic about reaching its \$200,000 goal for developers' contributions. "We are blessed with many strong developers in our region," he said, "and we are confident that many will join us in this effort."

For details on the developers' campaign, call Payette at 423-0070, Wilson Pollock FAIA (661-0165), Buz Brannen FAIA (482-2299) or Peter Madsen FAIA (577-9666).

### Hickox/Williams donating interior design services



Led by principal Brigid Williams AIA (above), one of Boston's most exciting and respected young design firms, Hickox/Williams Architects, is contributing over \$20,000 in interior architecture/interior design services to The Architects Building campaign.

"The donation of services to this effort has been magnificent in general," notes Fund-Raising Chairman Tom Payette FAIA, "and the donation of Hickox/Williams' services has been particularly valuable." Payette noted the tireless efforts of Hickox/Williams' firm to provide the endless, comprehensive interiors services to this very demanding client, the architectural community.

"Brigid Williams and her firm have made the interiors of this complex project work," said Payette, "and the design community will benefit from their innovative and architecturally exceptional achievement at 50 Broad Street just as we already have benefited from the generous and thoughtful donation of their services."

For more information on the donation of services and materials, call Colin Smith AIA (547-2200) or Shawmut's Pam Wylie (427-4700) or the BSA (267-5175).



## Hyman leads new round of gifts bringing contractors' total to \$111,000



New donations of \$10,000 from the Hyman Construction Company, \$5,000 each from the Gilbane Building Company and Westcott Construction, and \$2,500 from the Sheet Metal & Air Conditioning Contractors Association/BTEA have raised to \$111,000 the amount donated by contractors to The Architects Building campaign. (Hyman's Jim Finklea is pictured above.)

"Contractors have been our strong allies from the beginning," notes Fund-Raising Chairman Tom Payette FAIA. "When Shawmut offered to donate its services as GC — with the collaboration of CWC, Hyman, Morse Diesel, and Turner — we knew we were on a winning track. These extraordinary new donations from Hyman and Gilbane confirm that early commitment."

In addition to tens of thousands of dollars in donated services and materials, The Architects Building campaign has received these cash contributions from contractors:

### \$10,000 - \$25,000

Beacon Construction (joint gift with Beacon Management and The Beacon Companies)  
Hyman Construction Company

### \$5,000

A. J. Martini, Inc.  
Aberthaw Construction Co.  
Barken Construction Co.  
Barr & Barr  
Bond Bros.  
Gilbane Building Co.  
H. H. Hawkins & Son  
Henry E. Wile Corp.  
Jackson Construction Co.  
Kennedy & Rossi  
Perini Corp.  
Richard White Sons  
Vappi & Co.  
Walsh Bros.  
Westcott Construction Corp.

### \$2,500

Sheet Metal & Air Conditioning Contractors Assn. of the BTEA

### \$1,000 - 1,500

Bennett Electrical, Inc.  
E. M. Duggan Inc.  
Erland Construction Inc.  
Gibbs-McAlister  
Guzovsky Electric Corp.  
Harrington Bros. Inc.

J. C. Cannistraro Inc.  
J. C. Higgins Co.  
Joy Electrical Co.  
Lappin Bros. Inc.  
Limbach Co.  
Marshall Contractors  
Rotman Electrical Co.  
TAMS Consultants Inc.  
Fred Williams

### \$500

Bowdoin Construction Co.  
Fritz Corp.  
Griffin Electric

Contractors and others seeking information on this fund-raising campaign should call fund-raisers Tom Payette FAIA (423-0070), Buz Brannen FAIA (482-2299), Wilson Pollock FAIA (661-0165), Lee Cott AIA (492-8400), Chuck Redmon FAIA (492-7000), Peter Madsen FAIA (577-9666) or the BSA (267-5175).

## "100% Campaign" continues to grow

"100% Participation" gifts to The Architects Building Campaign from Affiliate Members of the BSA and design firm staff members and others with an interest in the 50 Broad Street project now total donations from over 400 individual donors.

"The 100% Campaign" was conceived by Lee Cott AIA and Brigid Williams AIA "to provide a vehicle for everyone in the region, everyone in the industry, everyone with an interest in design" to participate at some level. "The results have been wonderful," Cott says, "and the invitation to all Chapter-Letter readers is to help us as we continue to reach out to our colleagues, our clients, our allies in other professions, to everyone."

Among the recent donors to this effort are:

Appel Associate	\$ 100
Bergmeyer Associates	1,240
Deborah Collins AIA	25
Erland Construction	1,000
Ronald T. Finiw AIA	50
John Grondalski	25
Rebecca Grossman	20
David Hancock AIA	50
C. W. Keller & Associates	250
James McNeely AIA	500
Lawrence Man AIA	50
Reardon & Turner, Engineers	1,000
David G. Sheffield AIA	100
TCI Thompson Consultants	1,500
Thompson Engineering	1,500
Tofias Fleischman Shapiro & Co.	3,000
Upholstery Modes/C.I. Design	500
D. F. Valente AIA	100
Dale B. Wagner	50
Jonathan F. Warburg AIA	20

For more information on the "100% Campaign," call Lee Cott AIA at 492-8400 or Brigid Williams AIA at 542-1080.



N. Boyce Appel



Norman Murphy  
(Thompson Engineering)



John K. Grodalski



Robert McDonald  
(Erland Construction)



Lawrence Man AIA



Ronald Finiw AIA



Walter E. Henry Jr., P.E. & Al Turner, P.E.  
(Reardon & Turner)



Jim McNeely AIA



Dom Valente AIA



David Sheffield AIA

photo: Bachrach

photo: Lucy Chen



## Bricks

It's October. The Massachusetts Miracle is abating. But **things could be worse**. For example: Avi Nelson could be Governor. Wade Boggs could be your marriage counselor. Larry Bird could be on your payroll. Mike Dukakis could be running for the School Committee. The Red Sox could be your consultants. It could be 1975.

On October 19, the wildly successful Women In Architecture **Networking Breakfasts** resume at the offices of EOCD. Polly Welch AIA hosts this discussion of how architects influence the quality of the built environment through public policy. It's 8:30 a.m. at EOCD, 100 Cambridge St. (17th Fl.), Boston. Call 617-267-5175 by 10/18 to reserve a croissant. Free for members; \$7 if you've not seen the light.

**Architect friends** of Bill W. are invited to meet for informal discussion every Tuesday at 12:15 at the Jubilee Cafeteria, 89 Broad St., Boston.

**"Current Architectural Practice"** is a new report by the California Board of Architectural Examiners that, among other things, provides a fascinating statistical look at the practice of architecture — the minimum skills needed at entry-level, for example. The report identifies 406 aspects of practice and ratings of their "criticality". Free copies are available from the California Board at 916-445-3393.

Harvard city planner Eduardo Lozano of Cambridge's Lozano, White & Associates (LWA) left in April for the Soviet Union, invited by the Cultural Foundation of Armenia, to begin discussions of **post-earthquake reconstruction** planning for Leninakan, a city of about 250,000 people destroyed by the earthquake earlier this year.

**New publications** — a 100-page illustrated summary of the Waterfront Center's 1987 annual **waterfront** planning and development conference . . . also from the Waterfront Center, a 66-page, annotated compilation of documents of all kinds dealing with urban waterfront planning & development. For details on both, call 202-337-0356 . . . **Going Public: A Field Guide to Developments in Art in Public Places** is a new examination of public art issues, policies and processes. For ordering information, call 413-545-2360.

**More publications.** "The CAD Rating Guide" is a 354-page overview of 103 CAD software products & systems; for information, call 800-CAD-NEWS . . . "Design That

Cares: Planning Health Facilities for Patients and Visitors" and **"Design Planning for Freestanding Ambulatory Care Facilities"** are two new publications available from the American Hospital Association; 800-AHA-2626 . . . **"Harbor Prospects"** is the MWRA's newsletter for industry professionals; to receive it, write Harbor Prospects/MWRA, Program Mgt. Div., 100 First Ave., Charlestown Navy Yard, Boston 02129-9880.



photo: Fay Foto

Principals of The Architects Collaborative and others who worked with **Walter Gropius** attended a ceremony marking the 20th anniversary of Gropius' death on July 5. Dr. Jurgen Kalkbrenner (above right), the German consul, placed flowers at the large evergreen tree behind Gropius' house, where his ashes were scattered. Dr. Kalkbrenner was carrying out a tradition on behalf of the Mayor of Berlin, who honors famous natives of Berlin this way.

The Massachusetts Board of Registration of Architects, now at full strength after a year of travail, holds its next **public meeting** on October 12, 9:30 a.m., Room 10-D, 100 Cambridge St., Boston . . . EOCD's **Designer Selection Committee** next meets at 1:30, October 19, Room A, 100 Cambridge St., Boston.



Over 47,000 people turned out last month for the opening at the Franklin Park Zoo of the new **African Tropical Forest** (above) designed by Huygens DiMella Shaffer. The extraordinary project finally integrates all the elements of the Zoo, which used to seem quite fragmented. Press and TV cov-

erage was extensive and the BSA is planning a special event at the Forest with the designers from Huygens DiMella Shaffer.

The BAC hosts the Northeast Region Annual Meeting of the Association of Collegiate **Schools of Architecture**, October 27-29. The luncheon on Saturday, October 28, features a keynote speech by BSA President Peter Forbes FAIA and dinner on Saturday evening at the Academy of Arts and Sciences in Cambridge includes a special presentation by Gerhard Kallmann FAIA. For tickets and information, call Susan Lewis or Sarah Wilkinson at 617-536-9018.

The Boston Chapter of the Society of **Architectural Administrators (SAA)** hosts the SAA Eastern States Conference in Boston, October 20-22. On the agenda is a workshop on communication and speaking effectively, a slide presentation and historic walking tour of Boston's North End, as well as roundtable discussions on chapter development and programs. For more information and complete registration packet, contact Gretchen Heely at 617-876-0066 . . . SMPS' "Talking Shop" series continues on October 18. The issue this month is **"Team-Building: In House & Consultants."** It's 5:30 at SMMA. To reserve a seat, call SMPS at 617-523-8433.

The City of Somerville, through its Office of Planning and Community Development (OPCD), seeks **proposals from qualified architects or preservation consultants** to undertake a preservation feasibility study of the Somerville Theatre at 55 Davis Square in Somerville. The Somerville Theatre comprises approximately 20,000 s.f. or 50% of the 1914 Hobbs Building in which it is housed. The property is in the process of being nominated for local and National Register historic designation. A preservation feasibility study is being funded through a grant from the National Trust for Historic Preservation and through Community Development Block Grant funding. Copies of original building plans are available for review at OPCD, 3rd floor, City Hall, 93 Highland Ave., Somerville, Massachusetts. Call 617-625-6600 x2500 (Patrick Reffett) for details.

The City of New York has announced an **architectural competition** for the design of a 600,000-s.f. Police Training Complex on 9 acres in the Bronx. Six design teams will be invited to compete based on qualifications submitted. A Request for Qualifications package can be obtained after November 1 from Adrienne Bresnan AIA,



Div. of Design & Construction Mgt., NYC  
Dep't. of General Services, 1 Centre St.  
(16th Floor South), NYC 10007.



The Currier Gallery of Art in Manchester NH has announced the acquisition of a residence designed by **Frank Lloyd Wright**. The Zimmerman House (above), bequeathed to The Currier by the late Isadore J. and Lucille Zimmerman, is scheduled to be opened to the public as part of the museum in June 1990. The Zimmerman House, listed on the National Register of Historic Places since 1985, is one of only two Wright homes in New Hampshire. It will be the only Wright-designed home open to the public in New England. The Zimmerman House embodies the traditional characteristics of Wright's "Usonian" designs. The word was coined by Wright and refers to the architect's unique, small, functional, but elegant home designs.

A local newspaper reports that it is illegal in Massachusetts to put **tomatoes** in clam chowder. Another unique (and old) local ordinance: it is a criminal offense in Boston to wear a costume while collecting a debt.

What is likely to be the last major exhibit of "**Boston Visions**" competition winners is at Roger Williams College in Bristol through October 31. For details on exhibit hours, call Raj Sakseena AIA at 401-253-1040 x3007.

"**Architects doing business with the federal government** have [fewer] than three years to brush up on their knowledge of the international metric system. The recently enacted trade bill calls for use of metric measurements by federal agencies, effective October 1, 1992. Uncle Sam feels U.S. businesses can compete more effectively in international trade circles if they measure [with] the widely used metric system instead of the English system of inches and pounds . . . The new law requires that federal agencies use the new measurements in making procurements,

grants, and other business-related activities. The government is developing procedures and techniques to assist American industry, especially small business, with the transition . . . Small businesses should take advantage of government assistance to gain access to international markets, especially Europe and Canada." —from The Northcoast Architect, a California AIA chapter newsletter.

"**Design Presentations: Techniques for Marketing and Project Proposals**" is another publication now available from the AIA; it is one of scores of professional tools available through the AIA's "Member Benefits Catalog." For a free copy of the Catalog, call 617-267-5175. Call today and we'll throw in a membership application and you can stop practicing in the dark.



The **membership certificate** above is a sample of the elegant, two-color certificate the BSA gives to each new member. The certificate is calligraphy on rich, cream, parchment-like paper. There are three different certificates; for licensed practitioners, it's an 11"x14", 2-color beauty. For Associate members, it's an 8"x10", 2-color certificate. And for Affiliate Members, we have produced a 6"x8" certificate. To order a certificate, send your name, address and payment to the BSA. Prices are \$30 (AIA), \$25 (Associate), \$20 (Affiliate).

The AIA, always surprising us, has some terrific new tools for members:

- "An Architect's Guide to **Joint Ventures**" (it's free; call 202-626-7535)
- "The Sourcebook 2," a unique guide to **educational resources** for architects and teachers (call 202-242-4140 for ordering details; it's about \$20)
- "Design for Aging" and "Building Security Design," two **expanded databases** for designers; call 202-626-7493 for details on these and other databases, search services, bibliographies, etc.

**BSA Electronic Services** include: (1) The Electronic Bulletin Board (617-666-0973 via modem at 1200 or 300 baud, 8, N, 1) . . . (2) The Documents & Liability Hotline (617-628-6363; Chuck Heuer Esq., AIA) . . . (3) The Computer Hotline (617-267-0271; Mark Kalin AIA) . . . (4) The BSA Laser Printing and Fax Services (617-267-5175).

Found on a doorknob in Boston:

## DO YOU KNOW WHAT AN ARCHITECT COULD DO WITH THIS HOUSE?

Maybe you want an extra bedroom or two. Or a whole new wing. A garage, a deck, or a loft. Or even a new house altogether. Or maybe you're not sure exactly what you want.

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**Architects' other lives:** Richard Bertmann FAIA is a sculptor . . . Jim Crissman FAIA is an organist . . . Tom Payette FAIA is a horticulturist . . . Bill Gillen AIA is a vintner . . . Jimmy Hopkins AIA is an expert on camellias . . . Robert Campbell AIA is (reportedly) a poet . . . And you? Your partner? Write the ChapterLetter. We're collecting data on the **secret artists** among us.

## Vote

The BSA election ballot is on your desk (or will be shortly). Vote. And return the completed ballot now. Winners will be announced on November 16 at Build Boston at the BSA Members Meeting (free) and the BSA Banquet (not free). Register for your free or not-free ticket a.s.a.p.



## Marketing: look next door . . . and listen to your clients

*This is another in the BSA's series of advisories intended to assist design firms seeking to take advantage of shifts in the economy. This article (originally two separate articles) is reprinted with permission from Architects' Office Management & Administrative Report.*

### I. Marketing should start locally

With due respect for the highly sophisticated marketing strategies being pushed at design firm management these days, it's a relief to hear the experiences of one local consultant who succeeded with a few low-cost, "down home," common-sense business-getting techniques.

Jack Waters is a management consultant and former president of the Association of Management Consultants. He formed his own firm in 1956, where he remains active at age 67 as chair of J.F. Ward Associates, a division of the consulting firm of Bavier Bulger & Goodyear. His recommendations, recently presented to a group of his colleagues, make just as much sense for local architectural firms out to sell their design services as they do for any other professional services provider.

While Waters concedes his techniques may not work in all respects for every firm, here in his own words are "a few things that did work" — at least for him and probably some others as well. Clearly, his approaches are for local firms with a depth of local roots.

- **Charitable organizations.** "We did a little survey, looked at boards of directors, and wound up volunteering to do a job for Goodwill Industries. They picked up our out-of-pocket expenses and we insisted that all directors be present when we revealed our findings. Of the 33 directors present, 19 became clients in the next three years. And each one approached us, not the reverse."
- **Public Speaking.** "I gave 65 speeches in one year to professional organizations, trade groups, civic clubs, and in-house assemblages, always speaking on a topic I knew a lot about and felt was timely. After all that speechifying we counted one client for every eight appearances, or eight in all. And each started by their approaching us after a speech."
- **Seminars.** "After wasting some time on free and break-even seminars that produced little or nothing, we started charging the full boat and soon counted 10% of the attendees as clients. Of course, we selected our topics carefully and worked hard on content and presentation. Here again we had potential clients coming to us."

- **Trade associations.** "We asked our clients what professional groups they belonged to and got introductions (i.e., recommendations) to the executive secretaries. We offered to put on free seminars that they could sponsor for their members, sharing our specific experience in their field. One thing led to another, and guess what? — more potential clients knocking on our door."
- **Chamber of Commerce.** "Instead of just joining, as we'd tried in the beginning, we become 'movers and doers' (i.e., serving on various committees, working up to the Board and Executive Committee level). Soon we were presiding at meetings. We never mentioned business, of course, but what exposure! Again, the inquiries began to come in, unsolicited."

Waters claims that he could go even further with variations on these themes. He points with pride to his consulting business which operated "for 20 years 100% on referrals and client-initiated inquiries."

He concludes by reviewing the "psychology and philosophy that changed our marketing approach from trying to sell our services to positioning ourselves so potential clients would want to buy from us." Based on his own successful experiences, his advice is shockingly simple and perhaps a bit overconfident. "Do your homework; get exposure through speeches, seminars, and association activities; then just wait for the inquiries."

### II. Clients reveal selection biases

Architectural firms can leverage their chances for marketing success by enhancing their understanding of how prospective clients choose designers and consultants. Some valuable insights surfaced recently at the American Management Consultants' annual meeting in Chicago. One session was devoted exclusively to "Client CEO Feedback." The following are some of that session's highlights, which reveal the "true feelings" of corporate CEOs on selecting consultants and designers.

- "A reasoned and personalized letter is always better than trying to break through by phone or an unannounced visit."
- "It piques my interest — and appeals to my sense of insecurity as a CEO — to learn that you've worked for one of our competitors."
- "Follow up promptly after the first nibble."
- "Our best successes have been with smaller, boutique firms — sometimes five to ten professionals. We find them more focused, more responsive."
- "We buy the individual, not the firm."

- "We don't cotton to the 35-page proposal full of biographies, some fictitious."
- "Do your homework before you pitch us. If you show you really understand our industry, our needs, and our weaknesses, you'll get a call."
- "Don't try to be all things to all people."
- "Most of the projects we let out result from a long get-acquainted period involving a combination of contact and referral. Be patient: continue to know us softly and professionally, and it's bound to pay off."

*Ed. note: Finally, the ChapterLetter recommends the marketing sessions at Build Boston, particularly "How and why designers are selected..." (MB-3).*

## Copyright Q & A

**Q:** What if someone takes one of my copyrighted drawings and makes a small change in it? Do I lose my copyright protection?

**A:** No. If it can be seen that the altered work was derived from the initial, copyrighted work, the copyright protects your derivative works as well as the original. Outside of certain narrow limits, the creation of a derivative work without the permission of the original copyright holder gives the copyright holder a right of action for copyright infringement.

**Q:** What happens if I sell my drawings?

**A:** Under the old copyright law, you would have sold the copyright along with them. Under the Copyright Act of 1976, however, you may sell the physical property while retaining the copyright and with it the right to license reproduction. Conversely, you may also sell the copyright while retaining the property.

It is important to note that as long as you retain the copyright you retain control over the licensing process — you can assign limits not only to the number of copies that may be made but also to the purpose for which they may be made.

*This special feature on copyright issues continues monthly with excerpts from "Architects' Most Frequent Questions About Copyrights" by Dale Ellickson AIA (an article in the April 1988 issue of Architecture). For copyright applications and information, the U.S. Copyright hotline is 202-287-9100.*



## Swinging success . . . linkage on the links

Everyone was a winner at the First Annual BSA Golf Tournament in August at the Far Corner Golf Course in West Boxford. The setting was beautiful; the course boasts the highest point in Essex County and the grounds were in excellent shape.



photos: Jack Nickless

*Ladies & gentlemen, start your little electric motors . . .*

The day was sunny and warm, drawing a good turnout of nearly 100 golfers. It was a perfect opportunity to swing a club and raise money for the new Architects Building. Thanks to the sponsorship of Storer, Damon & Lund Insurance and William A. Berry & Son, over \$4,500 in net proceeds from the event were turned over to the Architects Building Committee.



*The Storer Damon & Lund Insurance "brains trust" with the new car they offered for a hole-in-one (no one won it).*

Kurt Rockstroh AIA, Co-Chair of the BSA Healthcare Committee (who was responsible for organizing the day), Rick Heym AIA (Co-Chair) and Martha Bil Manevich AIA were among the BSA volunteers who turned out to help.

Competition was fierce, resulting in a tie for first between the Erland Construction/TRO team including Bob McDonald, Tom Blesso, Jeff Ellowitz, and Robert Hoyer and the A. J. Martini Inc./CBT team with Paul Martini, Peter Martini, Charles Tseckares FAIA, Thomas Dusel and Tom Porter. A low score of 60 was recorded as a result of the scramble format.

Prizes were distributed for "Closest to the Pin" and "Longest Drive" contests on six of the holes. Taking home prize golf balls for



*Sponsor John Kavanagh of William A. Berry & Son on the first tee.*

next year's tournament were Kerry Hauser, John Kavanagh, Peter Martini, Tom Blesso, Jim Palando, Bob McDonald and Beth Connly.

## Opportunities

**Competitions/Awards/Grants — BSA Architectural Honor Awards:** 10/11 deadline; 617-267-5175 . . . **Forma Finlandia plastics design competition;** \$250K in prizes; 12/31 deadline; 35815187-2776 (Finland tel.) . . . **Nat'l Lighting Awards Program;** 10/15 deadline; 202-457-8437 . . . **CSI Specs Competition;** 11/17 deadline; 703-684-0300 . . . **NGA Glass Awards;** 12/15 deadline; 703-442-4890 (Debra Levy) . . . **Architectural Precast Awards;** 1/31 deadline; 317-251-1214 . . . **Innovations in Housing;** 2/7 deadline; 206-565-6600 . . . **Mastering the Vision/Wolverine awards;** 10/27 deadline; 800-521-9020 . . . **CRSI awards;** 11/3 deadline; 312-517-1200 . . . **Orlandi Tile Competition;** 1/15 deadline; prizes of 28,000 Swiss francs; Biennale Orlandi, Mat Securitas Express SA, Case Postale 289, CH-1211 Geneve 26, Switzerland . . . **Steedman Fellowship info;** Sch. of Arch., Box 1079, Washington Univ., St. Louis 63130; 12/15 deadline. . . **AIA Institute Scholars Program grants;** 202-626-7356 (Karol Kaiser) . . . **NEA design project grants & individual grants/fellowships** (up to \$20K) for designers; multiple deadlines; 202-682-5437. . . For up-to-date **details on design competitions**, subscribe to "Deadlines," 17 W. Hawley Rd., Hawley MA 01339; 413-339-4018 (\$24/yr. for 15 issues). . . **AIA Honor Awards;** 202-626-7300 for details . . . **Aga Khan Award Program Procedures,** 32 chemin des Crets-de-Pregny, CH-1218 Grand Saconnex, Geneva, Switzerland (\$500K in prizes; rolling deadlines) . . . **Architectural Woodwork Institute Awards Program;** rolling deadline; 703-671-9100 (Elaine Ball or Elaine Ferri). . . **AIAS student competitions;** programs & deadlines vary; 202-626-7472 (AIAS) . . . **Fulbright Grants** for architects and urban planners; 202-939-5401. . . **Chain Link Fence Design Awards;** 11/1 deadline; 202-659-3537 (Beryle Sweet). . . **Rome Prize Fellowships in Architecture, LA, UD, Interior Design, Preservation, Planning;** 11/15 deadline; 212-517-4200 . . . **AWC Wood Design Awards;** 10/6 deadline; 202-833-1595 . . . **Quaternario 90 Int'l**

**Award;** 10/30 deadline; \$30K prize; Quaternario 90, Istituto Inversario di Architettura di Venezia Tolentini, Santa Croce 197, 30135 Venice (tel. 011-39-41-5221119 or 011-39-41-5237400) . . . **Reynolds aluminum design award;** 11/13 deadline; 202-626-7300. . . **Design a toaster & win \$25K;** 11/15 deadline; IDSA, 4747 Troost, Kansas City MO 64110 . . . **Design a car;** 11/30 deadline; 215-375-8444 (Martha Teel) . . . **Bronx Affordable Housing Competition;** \$50-100K in prizes; 12/1 reg. deadline; 212-681-6000 (Philip Verre) . . . **Int'l Residential Design Competition;** 12/31 reg. deadline; info in *The Japan Architect* or from Shinkenichiku-sha Co., 2-31-2, Yshima a Bunkyo-ku, Tokyo 113; tel. 03-811-7101 . . . **Berkeley Free Speech Monument design competition;** 1/15 deadline; Berkeley Art Project, UC/Berkeley 94720 . . . **ACSA "theory-based" design awards;** 2/1 deadline; 800-232-2724 or 202-785-2324 . . . **Moscow Theatre Arts Center Competition;** 5/15/90 deadline; contact Dr. Joel Rubin, USITT, 330 W. 42 St. (Ste. 1702), NYC 10036.

**Workshops/Conferences — 150 workshops** for designers; Build Boston; 11/15-17; 617-267-5175 . . . **BSA/BAC mtg. ed. courses;** 617-536-3170 . . . **GSD professional development courses;** 617-495-9340 for catalog . . . **Firm Management Program;** Lewiston ME; 10/5; 207-623-1218 . . . **IBD workshop on "Working with Engineers";** 10/24 . . . **ASCE workshop on "Client Acquisition & Retention: A Guide to Building Your Business";** 10/14, Boston' 800-548-2723 . . . **"Evaluating, Strengthening & Retrofitting Masonry Buildings";** 10/13, Boston; 817-273-3701 . . . **WEIU workshops** on personal & professional negotiation skills (10/14), employee performance standards (10/31), career changes (10/26 & 11/2), **job hunting** (several dates), etc.' 617-536-5657.

**Exhibits/Lectures/Tours — Historic Neighborhoods walking tours** of Boston; 617-426-1885 . . . **"The Four Shapes of Boston,"** a slide lecture on **Boston's architectural history** available to rent (with speaker); 617-367-2345 . . . **"Motifs and Meaning; Classicism in America,"** Brockton Art Museum exhibit, lectures, etc.; through August 1990; 617-588-6000 . . . **MIT lectures & seminars;** 617-253-5470 for details . . . **Boston by Foot architectural walking tours** (Freedom Trail, Copley Square, North End, Beacon Hill, etc.) 617-367-2345 . . . **"Kids' Construction Company,"** a hands-on exhibit of **tools of the industry,** drawings, etc (ages 2-12); Holyoke Children's Museum; thru 12/3; 413-536-KIDS . . . **GSD lectures:** Denise Scott Brown (10/11), Mack Scogin (10/18), Robin Middleton (10/25); 617-495-9340 . . . **GSD exhibits:** landscape photos (10/3-28), Moshe Safdie (10/31-11/24); 617-495-9340 . . . **BAC exhibit on "Architectonic Art;"** thru 11/2; 617-536-3170 . . . **Southwest Corridor walking tours;** thru 10/13; 617-727-2443 or 0057 (MDC) . . . **MIT exhibit of "Lahore: The City Within,"** thru 12/17; 617-253-4444 . . . **"The Wood Truss Fire Problem: Protect Them Now or Protect Yours Later,"** SFPE meeting, 11/6; 401-467-6014 (Dave Bouchard) . . . **New American Furniture exhibit;** MFA; thru 3/11; 617-267-9300 . . . **"The Living Masterplan";** IFMA meeting; 10/26; 617-266-5021 (Deborah Bush).



## Letters

Editor:

This letter comes to announce an opportunity that we hope will interest your members/readers — the possibility of spending up to eight weeks of creative activity at The MacDowell Colony, a retreat in New Hampshire, supported by public and private contributions.

Since 1907, The MacDowell Colony has provided writers, composers, visual artists, and recently, film and video artists with an opportunity to concentrate on their work, at any time of the year. It was always the intent of the founders of the Colony to include architecture among its disciplines. We are now able to encourage applications by architects who need seclusion and uninterrupted time to think, draw, or write.

Residents receive room, board, and the exclusive use of a studio-cottage. They gather at breakfast and dinner where — it has been our experience — they enjoy and benefit from the company of others for whom artistic creativity is an essential aspect of life. The residents, 31 maximum, are young and old, of both sexes and all races, wealthy and poor, famous and promising. Committees of volunteer specialists judge all applications on the basis of talent alone . . . Application forms which give specific deadlines can be obtained from the Admissions Coordinator, The MacDowell Colony, 100 High Street, Peterborough NH 03458, or by calling 603-924-3886 or 212-966-4860 . . .

Brendan Gill  
Board Member

Editor:

An absolutely stunning oceanfront piece of real estate is in need of a sensitive designer and an understanding developer. The piece consists of 10+ acres and lies on elevated land with superb views and southerly orientation. This property has been in the hands of the owners' family since the original King's Grant. Town water and town sewer [are] available. Preliminary subdivision approvals [were] obtained last year. Single-family zoning [applies]. Call me [at 617-293-5911 for details].

Merrill Cramer

Editor:

The Greater Boston Adult Shelter Alliance is seeking space to site emergency homeless shelters for the coming winter in the greater Boston area, as well as sites for transitional and permanent housing. If you have commercial or residential space available in the target communities we urge you to contact Brett Doney or Wendy Simmons at B. Doney Associates — consultants for the Greater Boston Adult Shelter Alliance . . . The target cities are Boston, Cambridge, Quincy and Somerville . . . Minimum of 3,000 square feet — to accommodate 10-50 beds . . . Preferably within 1 mile of public transportation . . . Availability: six months, 12 hrs/day, 7 days/wk — minimum . . . Donated space or moderately priced rent . . .

Building in good physical condition.

Each shelter will be professionally managed by an existing shelter operator in conjunction with the Commonwealth of Massachusetts with a full compliment of support services such as counselors, laundry, food service, etc. Guests will be screened at a central location before arriving at the site.

We urge you to consider donating or leasing space for emergency shelters for the homeless. In addition to providing a valuable human service to the community, shelters are stable tenants. Shelters can assist with the security and maintenance of the building and grounds — maintaining and enhancing the property. We also encourage private developers to get involved as advocates for the homeless — not only by providing space for shelters, but by showing support for shelters in your neighborhoods, donating in-kind and financial contributions . . . [For more information, call 617-523-3060.]

Jo Anne Christopher  
B. Doney Associates

Editor:

. . . I am writing to inform you of my desire to spend part of my intern year working in the States . . . I have achieved an Upper Second Class Honors Degree in Architecture. This is Part 1 of the RIBA programme in Architecture. In order to gain Part 2 of this programme, I must spend a year-out from college gaining work experience with a registered architectural practice, followed by two years full-time study . . . I am therefore writing to you in order to find placement with an architectural practice which will give me a varied experience in the architectural field. My degree course covered design, history of architecture and technical studies with design being the central activity and the other subjects supporting. I have had previous work experience at the end of my second year during summer vacation with a practice in London for a project of refurbishment to a railway station . . . I would be able to provide my return fare to and from the USA but would need remuneration to cover my living expenses while working there. . . Please note that I would be interested in hearing from a small, medium or large-sized private practice that might be involved with smaller scale projects that would allow me to gain the relevant experience for this stage of my career. [Any firm interested can reach me at 2 Bray Crescent, Rotherhithe, London SE16 1AN, England.]

Leyth Shamas-Toma

## New readers, read this . . .

You like this newsletter? Want to get it every month? Want the whole range of benefits and discounts available to members? Architect or not, call 617-267-5175.

## Fame

Paul Yager AIA, CCS has established **Yager Associates** (17 Everett St., Arlington 02174; 617-641-0396) as a full-service architectural, technical consulting and graphic design firm . . .



photo: Sam Laundon

Residential work (example above) by **Allen Charles Hill AIA** is featured in *New England Monthly* and *Design Times* . . . **Lee Cott AIA** and a Construction Industry Liaison Group team that included Macomber's Richard Collari, Jaymont's Dick Eichhorn and engineer Ed Shooshanian made a "project team" presentation for the N.E. Construction Users Council . . . **Jeremy Scott Wood AIA**'s treatise on concrete construction techniques is the basis for *CEMENTO*'s feature on **TAC/LZA's** Westin Hotel; **PCI's IDEAS No. 7** also draws on Wood's piece for a review of **TAC's** Liberty Center in Pittsburgh . . . **Larry Bluestone AIA** writes on movie cityscapes in the *Boston Business Journal* . . . **Perry Dean Rogers & Partners** has named four new Associates: David Krawitz, Edward Polk, J. Michael Sullivan and Liliane Wong . . . **Warren Freedenfeld & Associates'** Bread & Circus in Newton was featured in *Boston Magazine* as the region's "best" supermarket . . . *Boston Magazine* also voted **TAC's** Heritage on the Garden Boston's "best new building"; **TAC** projects are also featured in *Engineering News-Record* (South Station redevelopment) and *Facilities Design & Management* (Oklahoma's Noble Research Center) . . . *The Boston Globe* carried a glowing feature on **Stull and Lee**, which has moved to 38 Chauncy St. (Ste. 1100), Boston 02111 . . . *The Globe* also has published stories on urban design by **Bill Hubbard AIA** and reviews by **Bob Campbell AIA** of **Jeremiah Eck AIA's** prize-winning affordable housing design, **Graham Gund Architects'** Lincoln Library, the Romanian Government's destruction of that nation's architectural heritage and two columns lamenting 500 Boylston St. and praising **Kallmann McKinnell & Wood's** Hynes Convention Center . . . **Cambridge Seven's** Nautilus Museum is featured in *Museum News* . . . **Sasaki Associates** has merged with a California-based LA & planning firm, **POD, Inc.**, to form a West Coast firm called **POD/Sasaki** . . . **The Stubbins Associates'** Suffolk County Jail was featured in *PA* . . .



photo: Eric Roth



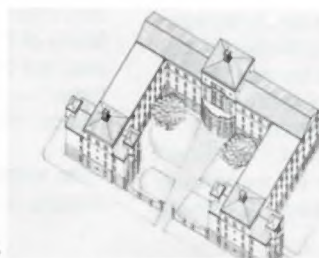
photo: Donna Paul

**Richard Green AIA** (above left) served on a panel of marketing experts for the San Diego AIA Chapter and joined **Hugh Shepley FAIA** (center) and **Norman Fletcher FAIA** (right) on the jury for the Arizona AIA Chapter Awards program . . .





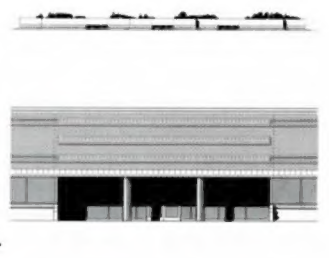
1.



2.



3.



4.



5.



6.



7.



8.

**TRO** has named Joan Hyde, Ph.D. its Genetic Environmental Specialist . . . **Archetype** has named Wendy Berk its new Marketing Director.

**New Work** — **Donham & Sweeney** has designed the Cohasset Town Hall addition (#1, above) . . . **Perry Dean Rogers & Partners** has designed Westfield College's Courtney Residence Hall (#2) . . . **Payette Associates** has completed Miami's Sylvester Cancer Clinic

(#3; see also p.1) . . . **Larrabee Associates** has designed 101 Walnut St. in Watertown, the interiors for Wang's Burlington Hq., and Nine Forge Park (#4) in Franklin . . . Recent DCPO contracts have been awarded to **Krueger Associates**, **CPF/Domenech & Hicks**, **ZNA**, and **Sterling Associates** . . . **Huygens DiMella Shaffer** has completed the African Tropical Forest Pavilion at the Franklin Park Zoo . . . **The Stubbins Associates** has completed 745

Atlantic Ave. (#5) . . . **TAC** is designing VPI's Creative Art Center, William & Mary's Student Center, Ireland's Hotel Castletroy, Cyprus' Paphos Hotel, the Norfolk County Jail, and Oklahoma's Noble Research Center (#6) . . . **Cannon/Boston** and **HNTB** are designing the Providence Convention Center (#7) . . . **Cambridge Seven** has designed Franklin Mills Park in Philadelphia and the Calvert Marine Museum (#8) in Maryland.

## Membership news

### New AIA Members

John H. Barszewski AIA  
(Tsoi-Kobus & Associates)  
Edward C. Benner AIA  
(Cambridge Seven Associates)  
Stephen Holms Hale AIA  
(Stephen Hale, Architect & Associates)  
Steven J. Keller AIA  
(Ganteaume & McMullen)  
D. Scot MacPherson AIA  
(TAC/The Architects Collaborative)  
David H. Peterson AIA  
(David Peterson Associates)  
Mark S. Sears AIA  
(Gerald D. Hines Interests)  
Kurt A. Wilson AIA  
(Facility Group)

### Reinstated AIA Members

Pedro A. Chaviano AIA  
(Lawrence Community Development Department)  
Paul G. Feloney AIA  
(Cambridge Public Works Department)  
David A. Hancock AIA  
(David Hancock Architect)

### Advanced to AIA Status

Lawrence T. Thorn AIA  
(Thorn Gibson Architects)

### New Associate Members

D. Christopher Royer  
(Sasaki Associates)

### Newcomers to Boston

John D. Herth AIA  
(Keyes Associates)  
Michael A. Jimerson AIA  
(Jung/Brannen Associates, Inc.)  
Philip D. Mosciski AIA  
(Architektura)

### Leaving Boston

John R. Benson AIA  
(to Washington DC)  
Patricia J. Birch AIA  
(to Nebraska)  
Michael R. Bolanos AIA  
(to New York)  
Michael C. Connor  
(to New Mexico)  
Gregory Crawford AIA  
(to California)  
Cynthia Crossman  
(to Connecticut)  
Eric J. Hill AIA  
(to Michigan)

Richard W. Hook  
(to New Hampshire)  
Hugh S. Latimer AIA  
(to Virginia)  
Michael J. Ross AIA  
(to Connecticut)  
Blake Thorson  
(to New York)  
John Whiteman  
(to Illinois)

### Resigned Members

Venkatesh T. Nagasandra AIA  
(CSS Architects Inc.)

### Deceased Members

Harold C. Knight AIA-E  
Eleanor A. Raymond FAIA-E

### New Affiliate Members

*Individuals*  
Maya Balle  
John Darack  
Sylvia Fiorino  
Barbara A. Hanrahan  
Rebecca Lane Kohler  
Alexander Marsh  
Faith Moore  
C. Jaison Mulch  
Prudence St'oro Rossi

Rosemary Siciliano  
Judy Sinnett  
Lawrence W. Tedford  
Steven M. Trotsky

### Corporate

LeMessurier Consultants, Inc.

### New Student Affiliate Members

*Boston Architectural Center*  
Steven Delp  
Martha J. King  
Jay McMichael  
Liam Patterson  
Victor C. Union III

*Wentworth Institute of Technology*  
Diane Juarez

### New Subscriber

Selena M. Spear  
(Connecticut)

*To join your friends and colleagues on this list, call the BSA at 617-267-5175. Call the same number for information on out-of-state subscriptions to this newsletter, gift memberships, a good time, a Bookshop discount, etc.*



## The Service Center

Increasingly, BSA members are calling the BSA office seeking assistance in the design and production of new marketing materials and other firm brochures and documents. While most members have access to graphic designers, many call for assistance in copyediting and proofreading. So the BSA now offers a **Copyediting & Proofreading Service** provided by a trained writer and editor. If you'd like to ensure that your brochure is free of the misspellings and grammatical disasters of some design firm brochures, call the BSA for rates and services details.

Next month: Members' Service #29.

## Voices

"Black architects are an endangered species . . . Those who are practicing are cut off from the mainstream of society that controls the resources necessary for architecture, just as the black community is isolated from those resources." — *Robert T. Coles FAIA, former AIA VP for Minority Affairs, in a lecture at the Univ. of Kansas (Spring 1989)*

" . . . it is true that tens of thousands of buildings constructed each year are inappropriately sited, improperly scaled, ugly, badly constructed, poorly laid out, inadequately heated and ventilated, and stocked

with inferior furnishings and equipment. Many of the structures with these deficiencies are the work of professional architects." — *from Architectural Practice, A Critical View by Robert Gutman (1988)*

"The world is run by C students." — *former college basketball coach Al McGuire*



Nov. 15-17

## October

**2**  
Art & Architecture  
Committee, 8 am, BSA

**3**  
\* Architects for Social  
Responsibility, 12:30  
pm, BSA

MCAIA Board Meeting,  
4 pm, BSA

Women in Architecture  
Committee, 6 pm, BSA

**4**  
\* Membership  
Committee, noon, BSA

**5**  
Homelessness Task  
Force, 8 am, Payette  
Associates, 40 Isabella  
St., Boston

\*Urban Industrial  
Development  
Committee, noon,  
EDIC, 38 Chauncy St.,  
Boston

Regional Design  
Committee, 6 pm,  
Robert Sturgis FAIA's  
home, 5 Doublet Hill  
Rd., Weston (617-492-  
2323)

**6**  
Housing Committee,  
EHA, 123 N.  
Washington St.,  
Boston

Corbu is 102

**9**  
Yom Kippur

**10**  
Urban Design  
Committee, 8 am,  
CityDesign, 334  
Boylston St., Boston

Communications &  
Marketing Committee,  
8:30 am, Graham/  
Meus, 224 Clarendon  
St., Boston

\*Mac Users Group,  
noon, BSA

**11**  
Architects with Special  
Needs, 6 pm, Trimble  
Nichols Steel, 354  
Congress St., Boston

**12**  
Historic Resources  
Committee, 8 am, BSA

\*Computer Committee,  
noon, BSA

\* Board Meeting, noon

**13**  
Energy Committee, 8  
am, BSA

**14**  
BSA Retreat in  
Concord

**17**  
\*EOCD Liaison  
Committee, noon, BSA

AutoCAD Users  
Group, 6:30 pm, TRO,  
80 Bridge St., Newton  
(Roger Marshall AIA,  
617-924-6377)

**18**  
BSA Lecture on  
Boston & Miami (see  
p. 1)

Mac Users Group, 7  
pm (617-784-4372,  
Steve Dill)

**19**  
\*Small Firms Lunch  
Group, noon, BSA

Inside Tamarkin/  
Techler (see p. 3)

**20**  
SKOK Users Group,  
noon, SKOK, 222  
Third St., Cambridge

\*Sole Practitioners  
Lunch Group, noon,  
BSA

**21**  
DataCAD Users Group  
(call Chris Davis for  
details, 802-388-7981)

**23**  
\*Architectural  
Technology  
Committee, noon, BSA

Healthcare Facilities  
Committee, 5:15 pm,  
BSA

**24**  
Dinner with the  
Architect at Bel Canto  
(see p. 3)

**25**  
Central Mass./AIA  
Chapter Meeting, 5:30  
pm (Dorothy Fassett,  
508-753-8903)

**26**  
\*Outreach Committee,  
noon, BSA

"Conversations" with  
Mike McKinnell FAIA  
(see p. 2)

**27**  
\*Codes Committee,  
noon, BSA

**28-29**  
Is that a mask? (see p.  
3)

**29**  
Set your clock ahead  
an hour . . . or is it  
back an hour?

**Committee meetings**  
are in most cases  
open to all members  
and other readers; for  
information, call the  
BSA at 617-267-5175.

**1**  
\*Membership  
Committee, noon, BSA

**2**  
Homelessness Task  
Force (see 10/5 listing)

\*UIDC (see 10/5  
listing)

Regional Design  
Committee (see 10/5  
listing)

**3**  
Executive Committee,  
8 am, BSA

Housing Committee  
(see 10/6 listing)

**4**  
"Sustainability"  
Symposium (see p. 4)

**8**  
BSA Lecture with  
Soviet critic (see p. 2)

**\*Lunch Meetings:**  
Call 617-267-5175 or  
800-662-1235 by 9:30  
a.m. on the day of the  
meeting to reserve  
lunch.